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Qualitative marketing research - Wikipedia

Volume 3, No. 2, Art. 8 – May 2002 The Use of New Technology in Qualitative Research. Introduction to Issue 3(2) of FQS. Graham R. Gibbs, Susanne Friese & Wilma C. Mangabeira

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Marketing research - Wikipedia

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to the Drake equation is well summed up by Jill Tarter, who said "The Drake Equation is a wonderful way to organize our ignorance" [3]. But while the equation is often invoked as a way of reasoning about uncer-

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